



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

<u>Contract / Revision</u> 775465 /		<u>Alt Order #</u>
<u>Product</u> 10/29-11/6		
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Estimate #</u> 11204	
<u>Advertiser</u> Cowell for Treasurer		<u>Original Date / Revision</u> 06/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Patti Goodnight	<u>Sales Office</u> WBTV National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/29/12	11/04/12	WBTV News 5a	5-530a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-1-1--				3	\$375.00			
N 2	WBTV	11/06/12	11/06/12	WBTV News 5a	5-530a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	-1-----				1	\$375.00			
N 3	WBTV	10/30/12	10/30/12	WBTV News 530a	530-6a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1-----				1	\$500.00			
N 4	WBTV	11/05/12	11/05/12	WBTV News 530a	530-6a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$500.00			
N 5	WBTV	10/29/12	11/04/12	WBTV News 6a	6-7a		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	11111--				5	\$575.00			
N 6	WBTV	11/05/12	11/06/12	WBTV News 6a	6-7a		:30			NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	11-----				2	\$575.00			
N 7	WBTV	10/29/12	11/06/12	The Early Show	7-9a		:30			NM	7	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	11111--				5	\$375.00			
	Week:	11/05/12	11/11/12	11-----				2	\$375.00			
N 8	WBTV	11/03/12	11/03/12	WBTV Sat 7a News	7-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1-				1	\$400.00			
N 9	WBTV	10/29/12	11/06/12	America Now	9a-10a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-----				1	\$100.00			
	Week:	11/05/12	11/11/12	1-----				1	\$100.00			
N 10	WBTV	10/29/12	11/04/12	Rachael Ray	10a-11a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---11--				2	\$150.00			

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<u>Advertiser</u> Cowell for Treasurer		<u>Original Date / Revision</u> 06/01/12 / 11/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WBTV	10/29/12	11/06/12	Price Is Right	11a-12p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$375.00			
Week:		11/05/12	11/11/12	1-----				1	\$375.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WBTV	11/05/12-11/11/12	Price Is Right	11a-12p	M-----	:30		\$375.00	NM		
	See MG 11.3											
	3	WBTV	11/05/12-11/05/12	The Early Show	7-9a	M-----	:30		\$375.00	NM		
	Ⓜ MG for 11.2 11/05											
N 12	WBTV	10/29/12	11/04/12	WBTV News At Noon	12-12:30p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-1---				2	\$375.00			
N 13	WBTV	10/29/12	11/06/12	Y&R	12:30-1:30p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$450.00			
Week:		11/05/12	11/11/12	1-----				1	\$450.00			
N 14	WBTV	10/29/12	11/04/12	Bold & Beautiful	1:30-2p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$450.00			
N 15	WBTV	10/29/12	11/04/12	The Talk	2-3p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$350.00			
N 16	WBTV	10/29/12	11/06/12	WBTV News at 5p	5p-5:30p		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-1-1--				3	\$900.00			
Week:		11/05/12	11/11/12	1-----				1	\$900.00			
N 17	WBTV	10/29/12	11/06/12	WBTV News at 530p	M-F 530p-6p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-11--				3	\$1,000.00			
Week:		11/05/12	11/11/12	1-----				1	\$1,000.00			
N 18	WBTV	10/29/12	11/06/12	WBTV News at 6p	M-F 6p-630p		:30			NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1111---				4	\$1,200.00			
Week:		11/05/12	11/11/12	1-----				1	\$1,200.00			
N 19	WBTV	10/29/12	11/06/12	WBTV News Primetime	M-F 7p-730p		:30			NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	11111--				5	\$900.00			
Week:		11/05/12	11/11/12	1-----				1	\$900.00			
N 20	WBTV	10/29/12	11/06/12	Millionaire	M-F 730p-8p		:30			NM	3	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--11---				2	\$775.00			
Week:		11/05/12	11/11/12	1-----				1	\$775.00			
N 21	WBTV	10/30/12	10/30/12	Tue Prime Hour 1	8-9p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$7,500.00			
N 22	WBTV	10/31/12	10/31/12	Wed Prime Hour 1	8-9p		:30			NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$3,600.00			
N 23	WBTV	11/02/12	11/02/12	Fri Prime Hour 1	8-9p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$4,000.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 24	WBTV	11/03/12	11/03/12	Sat Prime Hour 2	9-10p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----1-				1	\$2,200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WBTV	10/29/12-11/04/12	Sat Prime Hour 2	9-10p	-----Sa--	:30		\$2,200.00	NM		
		See MG 24.2,24.3										
	2	WBTV	10/29/12-11/04/12	WBTV News @ 11p	11p-1135p	-TuWThF----	:30		\$1,100.00	NM		
	Ⓜ	MG for 24.1 11/03										
	3	WBTV	10/29/12-11/04/12	WBTV News @ 11p	11p-1135p	-TuWThF----	:30		\$1,100.00	NM		
	Ⓜ	MG for 24.1 11/03										
N 25	WBTV	11/04/12	11/04/12	Sun Prime Hour 1	7-8p		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----1				1	\$5,000.00			
N 26	WBTV	11/04/12	11/04/12	Sun Prime Hour 2	8-9p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----1				1	\$3,500.00			
N 27	WBTV	10/29/12	11/06/12	WBTV News @ 11p	11p-1135p		:30			NM	6	\$7,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111--				5	\$1,275.00			
		Week: 11/05/12	11/11/12	1-----				1	\$1,275.00			
N 28	WBTV	11/03/12	11/03/12	WBTV 11p News / Sat.	11p-1135p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----1-				1	\$1,100.00			
N 29	WBTV	11/04/12	11/04/12	WBTV 11p News /Sun	11-11.35p		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----1				1	\$1,450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WBTV	10/29/12-11/04/12	WBTV 11p News /Sun	11-11.35p	-----Su	:30		\$1,450.00	NM		
		See MG 29.2,29.3										
	2	WBTV	10/29/12-11/04/12	WBTV News @ 11p	11p-1135p	-TuWThF----	:30		\$1,100.00	NM		
	Ⓜ	MG for 29.1 11/04										
	3	WBTV	10/29/12-11/04/12	WBTV 11p News /Sun	11-11.35p	-----Su	:30		\$350.00	NM		
	Ⓜ	See MG 29.4										
	4	WBTV	10/29/12-11/04/12	Late run late after Footb	11.30p-2a	-----Su	:30		\$350.00	NM		
	Ⓜ	MG for 29.3 11/04										
N 30	WBTV	10/29/12	11/05/12	David Letterman	1135-1237a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	111----				3	\$350.00			
		Week: 11/05/12	11/11/12	1-----				1	\$350.00			
N 31	WBTV	11/05/12	11/05/12	The Early Show	7-9a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$375.00			
N 32	WBTV	11/05/12	11/05/12	WBTV News At Noon	12-12:30p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$375.00			
N 33	WBTV	11/02/12	11/02/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----F--				1	\$525.00			
N 34	WBTV	11/02/12	11/02/12	WBTV News at 4.30p	M-F 4.30p-5p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$650.00			
Totals											79	\$73,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	79	\$73,900.00	\$62,815.00
Totals	79	\$73,900.00	\$62,815.00

Signature: _____ **Date:** _____

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